

Attractions

MANAGEMENT NEWS

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Six Flags confirms Saudi Arabia park plan

Six Flags has confirmed long-awaited plans for its first Saudi Arabian venture, announcing plans to open a park as part of the kingdom's new entertainment destination in Qiddiya by 2022.

It was revealed in June 2016 that Six Flags was focusing its expansion efforts outside of the US.

Worth US\$2tn (€1.87tn, £1.59tn) Saudi Arabia's Public Investment Fund (PIF) – a company set up to manage the country's sovereign wealth and facilitate development of its national economy – has announced plans to develop the Six Flags-branded park under a franchise agreement, with the operator working alongside PIF to design and construct the visitor attraction.

"Innovation is synonymous with the Six Flags brand, and our international licensing business provides a unique opportunity to continue our strong global growth," said David McKillips, president of the Six Flags International Development Company.



■ PIF will develop the Six Flags-branded park under a franchise agreement

"We see great potential in the Saudi Arabian market and look forward to collaborating with the PIF to create a world-class entertainment destination for young people living in Saudi Arabia."

MORE: http://lei.sr?a=8u5y7_A

“

We see great potential in the Saudi Arabian market

David McKillips



MUSEUMS

Delays hit Sir Peter Jackson's Movie Museum

Could the project end up on the cutting room floor?

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Stranger Things making theme park debut at Universal

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Delays hit **Sir Peter Jackson's** proposed Movie Museum as Wellington mayor **Justin Lester** gives project update

A much-hyped movie museum in the home city of famed director Sir Peter Jackson could be in need of a reshoot, with the movie mogul calling for a temporary cut on the long-delayed project after locking horns with the city council.

Located in a prime tourism spot, the proposed Movie Museum development includes the visitor attraction occupying two floors of the building, with a 2,000-seat conference venue above it.

The museum, to be operated by Jackson's The Movie Museum Limited (TMML), would be home to a collection of movie memorabilia, with a strong emphasis placed on Jackson's



■ Peter Jackson has criticised delays in the anticipated project

"We are working hard in the background to make sure the Movie Museum and Convention"

most famous series of films, the Oscar-winning *Lord of the Rings* trilogy.

Unfortunately, the proposal has been anything but an award winner since Jackson

announced in 2015 that he would be investing millions of dollars into the 10,000sq m (107,639sq ft) project.

In 2016, concerns were raised over the contract being awarded without tender, as developer Willis Bond and Studio Pacific were "handed the project and presumably are able to charge what they wish".

"There are a lot of major projects we know Wellingtonians are eager to see delivered," said city mayor, Justin Lester in an update on the project.

"We are working hard in the background to make sure the Movie Museum and Convention Centre comes to fruition."

BRC's **Bob Rogers** masterminds new PT Barnum Museum in Connecticut



■ Bob Rogers is founder and chair of experience design firm BRC Imagination Arts

BRC Imagination Arts is undertaking the renovation of a museum dedicated to the life of circus showman PT Barnum.

Based in Bridgeport, Connecticut, the new-look attraction will use state-of-the-art technology and special effects, original artefacts, cinema and visitor immersion in exhibits and installations that inspire guests and educate them about Barnum's creativity, ability to innovate and entrepreneurial attitude.

"Our goal from is to tell Barnum's story the way Barnum would have done it"

Barnum, born in the early 1800s, is famed across the world for being a pioneer of the entertainment industry and developing his big-top circus business. He opened the American Museum in New York, New York, in 1842 and went on to create the Greatest Show on Earth in his later years.

"PT Barnum basically invented American show business," BRC chair

Bob Rogers told *Parade* magazine. "He created the modern museum and the 'travelling-circus-as-spectacle'. And to promote these, he invented the modern art of advertising and promotion.

"Our goal from the beginning was to tell Barnum's story the way Barnum would have done it had he had our wondrous toolkit of 21st century special effects and wizardry."



■ Khan is known in India for both his acting and producing skills

"Khan's Kingdom Entertainment was given a year to start work – which had lapsed"

Bollywood star **Sanjay Khan** served notice over park project

A Bollywood movie star who was given approval to build a giant theme park in Agra, India, has been ordered to pay US\$93.4m (€75.8m, £66.5m) for failing to comply to contractual terms regarding the agreement.

The RS10,000 crore (US\$1.5bn, €1.2bn, £1.1bn) 4sq km (1.5sq m) mega development was due to be developed over the course of a decade.

Sanjay Khan, who made his acting debut in the 1964 film *Haqeeqat*, and his company Kingdom Entertainment, were granted approval for the grand project in October 2014 – as

part of a larger government plan to open 20 similar parks across India to boost tourism.

A MoU on the project was signed in May 2016, but the agreement lapsed.

"Khan's Kingdom Entertainment was given a year to start work, which had lapsed," said the Uttar Pradesh State Industrial Development Corporation (UPSIDC). "As per the provisions, it was allowed a six-month extension, which ended in November 2016."

A spokesperson for UPSIDC added that so far, Khan's company has only paid US\$38,000 (€31,000, £27,000) as bank guarantee.

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Urbnsurf's **Andrew Ross** celebrates groundbreaking of Australia's first surf park



■ Andrew Ross is Urbnsurf's founder and executive chair

Work is set to begin on Australia's first surf park, after Urbnsurf – the company driving the plans – secured AU\$28.3m (US\$18, €15m, £13m) in funding to develop a site in the city of Melbourne.

Covering 21,000sq m (226,000sq ft), the Wavegarden Cove surfing lagoon will host up to 90 surfers every hour across six different surfing zones.

Expected to open in April 2019, the surf park will be able to create up to 1,000

"We are aiming to provide surfers of all abilities the opportunity to engage in their sport more frequently"

"surf-quality", 2m-high ocean-like surfing waves every hour.

The facility will also feature a multi-outlet food and bar precinct, concept retail store, a surf and hire shop, night surfing, a surfing academy, high-performance coaching and training options, fitness classes, festival and event spaces and a "beach club".

"Urbnsurf Melbourne will unlock the geographic

limitations of surfing," said the company's founder and executive chair, Andrew Ross.

"We are aiming to provide surfers of all abilities the opportunity to engage in their sport more frequently, more conveniently, and more safely – allowing them to simply 'surf more'."

Urbnsurf is already planning two further surf park projects in Sydney and Perth.

Edinburgh council leader **Adam McVey** sets out five-year plan to protect World Heritage Site

A blueprint designed to create a sustainable tourism model for, and to protect, the world heritage of Edinburgh has been revealed, with the City of Edinburgh Council, Edinburgh World Heritage and Historic Environment Scotland uniting to develop the five-year masterplan.

Edinburgh is made up of two distinct areas – the Old Town and the New Town. The former is dominated by a medieval fortress, while the latter has been developed from the 18th century onwards, with its design having a far-reaching influence on urban planning in Europe.

Designated a Unesco World Heritage Site in 1995, the



■ Adam McVey, leader, City of Edinburgh Council

"As a city we need to get behind what is so special about us"

masterplan for Edinburgh places briefs on vacant sites, which developers will have to

comply with when proposing new additions to the area. The briefs, according to

the masterplan, will outline the city's expectations for potential designs and how that will fit into the historical context of the area.

"The strength of this management plan lies in the cross-agency partnership working involved in its preparation. This has set the standard for the efforts required over the next five years, ensuring that Edinburgh's built and natural environments are enhanced and not put at risk," said council leader Adam McVey.

"As a city we need to get behind what is so special about us. Everything that we are doing as a council and city is working to protect that World Heritage status."



■ Sharma (left) has been involved with IAAPI for 17 years

"I have lived and breathed this industry for more than 20 years and I look forward to helping its grow in India"

IAAPI names WhiteWater's **Pradeep Sharma** new president

Industry veteran Pradeep Sharma has been appointed president of the Indian Association of Amusement Parks and Industries (IAAPI).

Sharma, who currently serves as vice president for business development at WhiteWater in India, has been involved with IAAPI for 17 years, previously serving as the organisation's vice president.

Working in the attractions industry for 20 years, Sharma has held several roles, including lead operations for EsselWorld/Water Kingdom as well as managing director of his own company, Bombay Amusements.

Sharma has worked with WhiteWater since 2013, where he is responsible for the development of India's waterpark market, and was involved in the opening of Wet N Joy, India's first international waterpark.

"This is a great honour for me as this is an industry I have lived and breathed for more than 20 years and I look forward to helping this sector continue to grow in India," said Sharma.

"Over the last few years, there has been an influx of iconic new projects and, as the Indian economy continues to grow at an exponential rate, I envision the need for leisure to increase further."

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editor
Liz Terry
+44 (0)1462 431385



Managing editor
Tom Anstey
+44 (0)1462 471916



Publisher
Julie Badrick
+44 (0)1462 471971



Advertising sales
Paul Thorman
+44 (0)1462 471904



Advertising sales
Sarah Gibbs
+44 (0)1462 471908



Advertising sales
Chris Barnard
+44 (0)1462 471907



Advertising sales
Simon Hinksman
+44 (0)1462 471905



Advertising sales
Gurpreet Lidder
+44 (0)1462 471914



Attractions Management
Alice Davis
+44 (0)1462 471918



Newsdesk
Tom Walker
+44 (0)1462 431385



Newsdesk
Kim Megson
+44 (0)1462 471915



Circulation
Joe Neary
+44 (0)1462 471910

MUSEUMS

Rio museum enters final development stages

The new home for Brazil's 50-year-old Museum of Image and Sound (MIS) is entering the final stages of its development, with the Diller Scofidio + Renfro-designed (DS+R) building taking shape on Rio's beachfront.

Opened in 1965, MIS offers a vast archive of photographs, film, documents and sound recordings reflecting the cultural history of Rio. In 2009, DS+F were selected from a number of world-class architects to design the museum's new home.

Set over 9,800sq m (106,000sq ft), MIS overlooks the famous Copacabana Beach on Rio's seafront. The museum will offer a "vertical boulevard", which

leads up to eight floors of galleries telling the story of image and sound in Brazil.

Within MIS, space for permanent and temporary exhibitions has been allocated, with research facilities, educational spaces, a café, panoramic restaurant and an open-air 280-seat auditorium also planned. Once open, the building will be topped off by a rooftop terrace.

Separate from the main construction, a beachfront kiosk is also included in the development. In addition to acting as a museum, the new building will also become a cultural centre for Rio, with MIS producing and promoting regular shows and events.

MORE: http://lei.sr?a=P9X9V_T



■ The museum's opening has been delayed a number of times



The new building will become a new icon in Rio's cultural scene

The Museum of Image and Sound

EVENTS

Entertainment industry gathers for TEA Summit and Awards



The three-day event at the Disneyland Hotel saw more than 700 members of the themed entertainment industry celebrate the best the sector has to offer

Members of the Themed Entertainment Association (TEA) gathered in California this month for the attractions body's annual Summit and Thea Awards Gala.

Kicking off on 5 April, the three-day event at the Disneyland Hotel saw more than 700 members of the themed entertainment industry celebrate the best the sector has to offer.

Looking at issues of gender inclusion, the keynote was delivered by Valorie Kondos Field, an award winner for her work as a choreographer with SeaWorld San Diego and head coach of the six-time national champion UCLA Bruins Women's Gymnastics team.



■ (L to R) Zsolt Hormay, Joe Rohde and Amy Jupiter

The event will conclude with the Thea Awards Gala, which honours themed entertainment's finest achievements and greatest contributors. This year's winners included the likes of Avatar Flight of Passage at Disney's Animal Kingdom and Efteling's Symbolica.

MORE: http://lei.sr?a=k9q3f_T



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WATERPARKS

Schlitterbahn will fight criminal charges

Schlitterbahn has defended its co-owner Jeff Henry and ride designer John Schooley, after the pair were charged with reckless second-degree murder in relation to the death of a 10-year-old boy.

Caleb Thomas Schwab died on Verrückt in 2016, a ride investigators have called “rushed” and “structurally complicated”.

The charges against Henry and Schooley follow that of former employee Tyler Miles, who has been accused of involuntary manslaughter and several counts of aggravated battery, aggravated endangering a child and interference with law enforcement. The new indictment accuses

Henry of making a “spur of the moment” decision to build the ride, adding that he and Schooley lacked technical or engineering expertise in creating amusement park rides.

“This indictment, as in the previous one related to Tyler Miles, is wrought with references to the outtakes of a dramatic, scripted television show, and filled with information that we fully dispute,” said a Schlitterbahn statement, which promised to fight the criminal charges against all three men.

“We are confident that their innocence will be proven in court where we know the facts will show this was an accident.”

MORE: http://lei.sr?a=4A3e3_T



■ Caleb Schwab died riding the Verrückt water slide



We know that Tyler, Jeff, and John are innocent and that we run a safe operation

Schlitterbahn

MUSEUMS

Construction firm files suit against Miami’s Frost Museum



The workers who built the building haven’t been paid in full

Michael Brown

After a long and difficult construction process, Miami’s Patricia and Phillip Frost Museum of Science opened to the public last May. However, with only the first phase of the major attraction completed, more problems are arising, with construction firm Skanska filing a lawsuit against the museum.

With the US\$300m (€244.5m, £213.6m) building project facing so many financial shortfalls, the contractor alleges it was not paid for work as the not-for-profit organisation tried to save money.

“The public is enjoying Downtown Miami’s newest museum, but the workers



■ The museum opened in May 2017

who built the building haven’t been paid in full for their labour. Skanska and its subcontractors — including many small and local businesses — are owed millions,” Skanska USA general manager Michael Brown said in a statement.

MORE: http://lei.sr?a=a9w8x_T

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VISITOR ATTRACTIONS

National Geographic expanding to Saudi Arabia

National Geographic is expanding the visitor attraction side of its business into the Middle East, announcing plans to develop up to 10 new locations across Saudi Arabia.

Working in partnership with Saudi investment firm KBW Ventures and the General Entertainment Authority of Saudi Arabia, National Geographic's Ocean Odyssey will open at different locations across the Kingdom, offering an immersive walk-through adventure telling the story of the world's oceans.

The first Ocean Odyssey attraction has a tentative launch date set for 2019, with the experience coming first to the city of Riyadh. National Geographic will

be working with designers Falcon's Creative, Pixomondo – the visual effects team behind Game of Thrones – and Grammy Award-winning composer David Kahne, to produce the visitor experience.

“National Geographic has been igniting the explorer in all of us for 130 years,” said Rosa Zeegers, executive vice president of Consumer Products and Experiences at National Geographic.

“Encounter has been wildly successful, and has proven to be a powerful new storytelling platform for us that perfectly embodies our passionate belief in entertainment with purpose and is a natural extension of our brand.”

MORE: http://lei.sr?a=9J9t4_T



■ The first Ocean Odyssey in the Kingdom will open in 2019



National Geographic has been igniting the explorer in all of us for 130 years

Rosa Zeegers

SCIENCE CENTRES

Winning design chosen for Lithuania's Science Island



Our proposal follows the island's topography

Fernando Jerez

SMAR Architecture Studio have won the international design competition to create a Science Island attraction in Kaunas, Lithuania.

Expected to open a year in advance of Kaunas' tenure as European Capital of Culture 2022, the building will be located within a 33-hectare site on Nemunas Island in the Nemunas River – a short walk from Kaunas' historic central district. In total, 144 teams from 44 countries entered the competition, the most popular in Lithuania's history.

“Our proposal follows the island's topography to find a deep connection



■ Science Island will be one of Lithuania's biggest attractions

with nature and with the city,” said SMAR founder and creative director, Fernando Jerez. “On the roof, circular access points will work as public stages and natural seating areas, our aim being that the museum spills into the landscape and the park comes into the building.”

MORE: http://lei.sr?a=E6e7f_T

THEME PARKS

Stranger Things announced for Horror Nights

Universal Studios has made a major announcement for later this year, revealing plans to bring Netflix smash hit *Stranger Things* to its popular Horror Nights event.

Coming not only to Universal Orlando, but also to Universal's parks in Hollywood and Singapore, *Stranger Things* is the first of nine haunted mazes to be announced for the operator's annual Halloween event.

Taking place this year between 14 September through to 3 November, *Stranger Things* and the show's 'Upside Down' will headline the horror event, recreating some of the show's most iconic scenes, 80's settings, and popular characters.

"We're very excited to be working closely with Netflix – to give our guests an immersive experience into *Stranger Things*," said Patrick Braillard, show director for Universal Orlando Resort Creative Development, writing on the Universal Blog.

"You'll faithfully follow the storyline, starting off on Mirkwood and then quickly moving to inside Hawkins National Laboratory where things have gone terribly, terribly wrong.

"From there you will experience all the most memorable moments and environments from the show while being hunted at every turn by the Demogorgon."

MORE: http://lei.sr?a=n4c3G_T



■ This will be *Stranger Things*' first theme park appearance



You will experience all the most memorable moments and environments

Patrick Braillard

MUSEUMS

Exploring nightclub design at Vitra Design Museum



Night Fever investigates how architecture and interior design intertwined with sound, light and graphic design

Vitra Design Museum in Basel, Germany, has launched a special exhibition telling the story of club design from the 1960s to the present day.

Club venues around the world have played an important role in music, art and culture for many years, but the exhibition, *Night Fever: Designing Club Culture*, focuses on how the spaces were designed and looks at some of the most innovative venues, past and present, and their influence on artists, musicians and designers.

The exhibit, which runs until 9 September, looks at nightclubs in



■ Art and photography feature in the exhibit

1960s Italy, the famed Studio 54 which was visited by artist Andy Warhol, and Manchester's Hacienda, which was designed by Ben Kelly. OMA's more recent work for the Ministry of Sound in London is also explored.

MORE: http://lei.sr?a=n4c3G_A



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Setting the standard for autism awareness

Sesame Place in Philadelphia is set to become the world's first theme park to achieve certified autism centre status



■ Julia is Sesame Street's first ever autistic character

The SeaWorld-owned Sesame Place theme park in Philadelphia, Pennsylvania, has become the first theme park in the world to be designated as a certified autism centre.

Announced by the International Board of Credentialing and Continuing Education Standards (IBCCES) – an internationally-recognised body for autism training for licensed healthcare professionals and educators – Sesame Place will now complete staff-wide autism sensitivity and awareness training.

Everyone welcome

As a certified autism centre (CAC), Sesame Place will give the ongoing training to ensure that staff have the knowledge, skills, temperament and expertise to interact with all families and children with special needs, specifically those on the autism spectrum.

Training covers several areas, including sensory awareness, environment, communication, motor and social skills, programme development and emotional awareness, as well as a comprehensive autism competency exam. The autism training must be taken every two years in order to maintain the certification.

“As the first theme park in the world to complete the training and become a CAC, Sesame Place is better equipped

Since her debut, Julia has touched the lives of millions of children and families around the world

■ The certification is part of the Sesame Workshop's commitment to increasing awareness and understanding of autism



Sesame Place is committed to providing autism-friendly experiences

to offer families inclusive activities for children with autism and other special needs," said Cathy Valeriano, Sesame Place park president.

"We're dedicated to providing all of our guests with an exceptional and memorable experience. We look forward to applying this training and expanding our commitment to help spread awareness about autism."

Going the extra mile

In addition to training, Sesame Place also makes a plethora of planning resources available online, such as travel information, a Ride Accessibility Program, a sensory guide, so that families can make the most of their time at the park by determining which activities work best with their child's individual needs.

The park will also have two quiet rooms located on Sesame Island. The rooms will have adjustable

lighting and a comfortable seating area for visitors to take a break.

The certification is part of the Sesame Workshop's commitment to increasing awareness and understanding of autism, something it demonstrated last year with the television debut of Julia, Sesame Street's first ever autistic character.

"Since her debut, Julia has touched the lives of millions of children and families around the world and we're proud that partners like Sesame Place are committed to providing autism-friendly experiences," said Scott Chambers, senior vice president and general manager of North America Media and Licensing for Sesame Workshop. "We applaud them for earning this distinction."

The accreditation follows that of New Orleans' Audubon Nature Institute, which last month was certified by non-profit KultureCity as the US's first sensory inclusive aquarium.



■ Scott Chambers, senior vice president and general manager of North America Media and Licensing for Sesame Workshop



■ The new museum has its own Game of Thrones style selfie stick throne

Game of phones

Don't forget your selfie stick as Los Angeles' new selfie museum opens its doors to the public



■ Tair Mamedov (left) and Tommy Honton (right) co-founders of The Museum of Selfies

A pop-up museum dedicated to the selfie has opened its doors in Los Angeles, California, with the unique new attraction exploring the history and cultural phenomenon of the art.

Made up of 15 different works, the Museum of Selfies opened its doors on 1 April for a two-month run, with the exhibition looking as far back as the first depiction of human art.

A number of photo opportunities are on offer, including the "high-up selfie" – a

vertigo-inducing, rooftop selfie mimicking the top of Los Angeles' tallest building; the "bathroom selfie", which uses trick photography to swap reflections; and the "car selfie" – a VW bug covered in mirrors, which "makes you reflect on how many people take selfies while driving". Emulating *Game of Thrones*, the museum also features a throne visitors can sit in, but instead of being made from melted down weapons, the seat is made entirely from selfie sticks, while a selfie stick measuring 90-feet, 6 inches long, extends the entire length of the museum.



■ Each exhibit within the museum offers a different selfie opportunity

On top of the numerous selfie opportunities on offer, the museum offers a timeline of the history of selfies taking guests from prehistoric times to the present while exploring the art, history, culture, and science that converged to make selfie culture happen.

Selfie artists are also a part of the exhibition, with special pieces from the likes of Matt Elson, Darel Carey, Colette Miller and David J Slater.

"We tried to avoid making the museum about the surface value of selfies and more



We tried to avoid making the museum about the surface value of selfies and more about the selfie phenomenon embraced by the human race

about the selfie phenomenon embraced by the human race and how universal it is," said Tommy Honton, who co-founded The Museum of Selfies along with Tair Mamedov. "While we will have some selfie-inspired art by creators from all over the world, the focus really is on the interactive installations and the guests' ability to make cool images of their own. We are hoping our art makes guests laugh, gets them talking outside of the museum, and enthrals them, so that they can't help but want to take a picture with it."



The new visitor experience will be defined by significantly easier wayfinding and orientation

Tom Jacobs, principal, Krueck+Sexton Architects



Chicago's museum makeover

Chicago Children's Museum reimagined as city's Navy Pier redevelopment continues



■ The pier welcomes more than eight million guests annually

Visitors to Chicago's historic Navy Pier will soon be able to enjoy a new streamlined experience for its children's museum, which is currently undergoing an extensive design overhaul.

Reimagined by local firm Krueck+Sexton Architects (K+S), the Chicago Children's Museum redevelopment plan calls for a cleaner, less cluttered appearance, with refreshed exhibition spaces and a significantly more streamlined visitor experience, relocating all access to the main floor of the museum.

"The new visitor experience will be defined by significantly easier wayfinding and orientation," said Tom Jacobs, principal at K+S, speaking to *Attractions Management News*.

"The ground floor will be dedicated to ticketing, group entry, and a gift shop, in clear sight of the main pier routes.



The renovation was planned in close coordination with the Navy Pier improvements

The exhibits, located on two different floors, will be linked by a central circulation zone and elevator, alleviating the current maze-like path through the museum.”

According to Jacobs, the clarity in movement will help to decrease visitor fatigue, with new rest areas and snack spots increasing wellbeing and comfort for visiting families. The pier’s outdoor promenade will also be improved, better connecting the museum with a reimagined entranceway.

The plan sees half of the museum’s exhibits completely overhauled. One of the key features – a full-size replica dinosaur – will be placed in a prime location at the cultural attraction’s entrance, while an expanded 2,000sq ft (185sq m) interactive art experience will increase the number of hands-on activities available. There are also plans to build a 35-foot high (10.6 metre) climbing structure,

with Phoenix-based Ganymede Design Group creating the interactive sculpture.

Work on the redevelopment started in the third quarter of 2017. The museum has pencilled in June this year for its grand reopening. The attraction is part of a larger reimagining of the city’s Navy Pier, which is being transformed by landscape architects James Corner Field Operations into a cultural hotspot for the city.

“Major pier improvements improve visibility and access to the Children’s Museum,” said Jacobs. “The significantly toned-down design aesthetic of the pier works well with the experience-driven exhibits and attractions in the museum.”

Navy Pier welcomes more than eight-million guests annually. Originally opened in 1916 as a shipping and recreation facility, it now has more than 50 acres of parks, restaurants, attractions, retail shops, sightseeing and dining cruise boats.



■ Navy Pier is currently undergoing a complete redevelopment

PRODUCT INNOVATION

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● No changes will be made to Vekoma's business strategy or management

New opportunities on the cards as **Sansei** acquires **Vekoma Rides** in landmark deal



● Kees van Biert, chair of the Vekoma Supervisory Board

Dutch rollercoaster maker Vekoma Rides has been acquired by Japanese manufacturing company Sansei Technologies, which plans to expand the Vekoma brand even further worldwide following the deal.

Founded in 1926, Vekoma originally manufactured farming and mining equipment, becoming an amusement ride manufacturer in the 1970s. Offering a wide product range, Vekoma's catalogue includes rides such as the Junior Coaster, the Suspended Family Coaster, Boomerang, Suspended Looping Coaster,

Flying Dutchman and more.

The Osaka-based Sansei – which is listed on the Tokyo Stock Exchange and recorded overall turnover of €225m (US\$277m, £196.9m) last year – is primarily known for the manufacturing of amusement rides, stage equipment, and elevators. With the acquisition of Vekoma, Sansei adds to its rollercoaster portfolio, already owning the Utah-based S&S Worldwide in the US.

As part of the acquisition deal, no changes will be made to Vekoma's business strategy, management, terms of employment and the location of the business.

“In recent years, a solid foundation has been laid, in which safety, innovation, quality and customer satisfaction have served as spearheads of our policy,” said Kees van Biert, chair of the Vekoma Supervisory Board.

“In Sansei, we have found a partner with equivalent standards and values, who can bring us even further. Through their presence and contacts, we also see opportunities to better serve new regions, such as Japan, Southeast Asia and North America.”

ATTRACTIONS-KIT KEYWORD

VEKOMA

Holovis transforms X: No Way Out into The Walking Dead: The Ride



● Peter Cliff, creative director at Holovis

Experiential design firm Holovis has released details of its latest project, Thorpe Park's newest attraction: The Walking Dead: The Ride.

Holovis created the immersive queue line, and preshow, as well as dramatic on-board effects and the climactic 'death defying' finale for the attraction, which is a retrofit of the park's X: No Way Out ride, the world's first backwards, dark coaster. It takes riders on a thrilling adventure as they try to escape from murderous 'Walkers' - the name given to the undead antagonists of the popular AMC show.



● The ride is the latest Walking Dead addition to Thorpe Park

"This is a great example of our turnkey capability, as we've worked with Merlin Magic Making from the initial design phase through to capturing and creating all the media and integrating it with the AV and lighting across the whole attraction and special effects," said Peter Cliff, creative director at Holovis. "This has allowed us

to really maximise the impact, as the repercussions from things that are being seen and heard are interconnected to fit the gripping story."

"It also showcases how existing attractions can be given a new lease of life."

ATTRACTIONS-KIT KEYWORD
HOLOVIS

LANDMARK DEAL

First Paradrup VR attraction for UK as Frontgrid teams with iFly

EXCLUSIVE

Frontgrid has announced a new partnership with iFly Indoor Skydiving that will see the VR attractions specialist open the first Paradrup VR attraction in the UK.

Set to launch this summer at iFly Basingstoke, Paradrup VR will be an extension of iFly's existing indoor skydiving

offering. It will offer guests an immersive paragliding experience where they soar through mountains, and collect points by flying through targets as they descend. The ride features full range of motion, giving riders complete control over both their physical and virtual gameplay.

"Our goal has always been



● Matt Wells, CEO of Frontgrid

Frontgrid to offer this new attraction. The iFly team were immediately impressed by the compulsive experience offered by Paradrup VR."

Matt Wells, co-founder and CEO of Frontgrid, said: "Paradrup VR will introduce a new, high-energy social experience to iFly, who recognise the potential for growth in adventure-based activities and opportunity presented by VR attractions.

"We're pleased to be helping the world's largest indoor skydiving company open-up new revenue streams, and look forward to introducing ParadrupVR to new audiences."

ATTRACTIONS-KIT KEYWORD
FRONTGRID



● Paradrup VR will be an extension of iFly's indoor offering

to make the dream of flight a reality by giving our customers 'wings' in a safe and fun environment," said iFly UK CEO Simon Ward.

"Flying a performance paragliding canopy offers a unique way to experience the thrill of flying, and we're pleased to be working with

16-17 APRIL 2018

IAAPA US Advocacy Days 2018

Washington DC, US

IAAPA US Advocacy Days is the attractions industry's annual opportunity to communicate to key policy makers pressing priority issues affecting the industry. This two-day event offers IAAPA's US members a unique opportunity to interact with lawmakers and staff on Capitol Hill.

Tel: +1 321 3197600

Email: gr@IAAPA.org

www.iaapa.org

17-21 APRIL 2018

IAAPA Latin American Summit

San Jose, Costa Rica

Join the Latin American leaders of the entertainment industry and see the newest and most exciting attractions in one of the main tourist destinations in the region: Costa Rica. For the first time, the Summit comes to Central America, with a high-level tour through the vibrant Costa Rican industry. Exchange ideas and best practices for your business in this exclusive opportunity to connect with the Latin American entertainment sector.

Tel: +52 55 33005894

Email: latinoamerica@IAAPA.org

www.iaapa.org

6-9 MAY 2018

AAM MuseumExpo

Phoenix, Arizona, US

The American Alliance of Museums' (AAM) Annual Meeting and Museum takes place this year in Phoenix. Offers museum professionals to explore the many ways museums serve as hubs of community learning. Sharpen your ability to deliver a compelling educational experience.

Tel: +1 866 226 2150

Email: registration@aam-us.org

www.aam-us.org



■ Europa Park founder Roland Mack is set to deliver the keynote speech at the event

2-3 MAY 2018

SATE Europe

Europa Park, Rust, Germany

The Themed Entertainment Association (TEA) brings its SATE (Storytelling + Architecture + Technology = Experience) event back to Europe for a second

year. A two-day event, SATE Europe will explore the elements changing and influencing award winning visitor attractions across the sector

Tel: +91 22 6523 1643

Email: info@teaconnect.org

www.teaconnect.org

7-9 MAY 2018

Disney Institute Customer Experience Summit

Disney's Grand Californian Hotel, Disneyland California, US

Provides a rare opportunity to hear from some of Disney's most influential leaders and how their vision and strategic direction deliver stories, characters and experiences.

Tel: +1 407 566 1738

Email: programsupport@disneyinstitute.com

www.eventswithdisney.com

7-9 MAY 2018

AALARA Conference

Novotel Twin Waters Resort, Sunshine Coast, Australia

Australia's only attractions, amusements, leisure and recreation industry exhibition where buyers from throughout Australia, New Zealand, and the Pacific region connect with industry manufacturers, distributors, suppliers and consultants. This trade event offers an opportunity to showcase your business to buyers from a vast selection of industry sectors.

Tel: +61 07 3807 3508

Email: info@aalara.com.au

www.aalara.com.au

14 MAY 2018

Experiential Marketing Summit

San Francisco, US

The ultimate training conference on experiential marketing. Join more than 1,500 marketers such as Pepsi, Samsung and Under Armour as emerging trends are predicted and dissected, best practices are explained and some of the biggest case studies are shared.

Tel: +1 800 777 5006

Email: ems@eventmarketer.com

www.emsummit.eventmarketer.com

5-8 JUN 2018

IAAPA Asian Attractions Expo 2018

Hong Kong Convention and Exhibition Centre

Join colleagues and industry leaders for the premier international business event for attractions industry professionals in the Asia-Pacific region. Take your business to new heights with the knowledge, connections, and expertise you'll find at Asian Attractions Expo.

Tel: +1 703 836 4800

Email: iaapa@iaapa.org

www.iaapa.org/expos



EUROPE
MIDDLE EAST
AFRICA

IAAPA EMEA 2018 SPRING FORUM

FOCUS ONE: IRELAND

DUBLIN AND BELFAST

14-16 MAY 2018



**BRANDING SEMINARS.
BEHIND-THE-SCENES ACCESS.
FACE-TO-FACE CONNECTIONS.
UNIQUE EXPERIENCES.**

High-level networking, educational sessions on branding, and a carefully selected series of EDUTours make the IAAPA EMEA Spring Forum an essential event for professionals with an eye on the future.

VISIT A UNIQUE MIX OF ATTRACTIONS IN THE EMERGING IRISH LEISURE MARKET:

- Tayto Park
- Guinness Storehouse
- Viking Splash Tours
- The Jameson Distillery
- Titanic Belfast

As part of these exclusive EDUTours, the key industry leaders behind these projects will share their stories on the branding story, history, vision, and future of these attractions.

REGISTER EARLY AND SAVE!

For more information on the event and how to register, visit
<http://www.iaapa.org/connect/emea/iaapa-emea-spring-forum>

Special thanks to our sponsors:



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DARK RIDE

Scalable from 4 to 40+ seats



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For the
Whole Family



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Attractions Find great staff™

MANAGEMENT NEWS



Recruitment headaches? Looking for great people?

Attractions Management News can help

Tell me about Attractions Management News

Whatever leisure facilities you're responsible for, the AM News service can raise your recruitment to another level and help you find great people.

How does it work?

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

There are loads of recruitment services, how is AM News special?

AM News is the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

What are the most powerful features?

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to-reach candidates who aren't currently job hunting.

In addition, to celebrate the 100th issue of AM News, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

I hear you're part of Leisure Media

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Leisure Opportunities, Health Club Management, Sports Management, Leisure Management, Attractions Management, and Spa Business/Spa Opportunities.**

What packages are available?

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing and open day and schools and apprenticeship marketing.

Is there more?

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

What now?

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

Meet the Attractions Management News recruitment team



Liz Terry



Julie Badrick



Paul Thorman



Sarah Gibbs



Chris Barnard



Simon Hinksman



Gurpreet Lidder

Hope to hear from you soon on +44 (0)1462 431385 or email theteam@leisuremedia.com

ARE YOU INTERESTED
IN A UNIQUE CAREER
OPPORTUNITY?

Hamburg
Dungeon

Performance Assistant Team Leader

Hamburg, Germany, Competitive Salary & Benefits

The Hamburg Dungeon belongs to Merlin Entertainments; the second largest live-entertainment company in the world. Every year, our attractions greet around 40 million guests worldwide. Since opening in Hamburg's historic Speicherstadt neighbourhood 18 years ago, the Hamburg Dungeon has become one of the city's most popular tourist attractions. We offer our guests the ultimate live action journey through the murky past of Hamburg, with live shows, exciting rides, and historically horrible professional actors.

YOUR RESPONSIBILITIES:

- You share responsibility for the efficient operational running of the Performance Department through administrative and creative duties, together with the Performance Supervisor.
- Team leadership and coordination, including planning of auditions, training and indoctrination of new cast members, workshops and regular quality control, reporting to the Performance Supervisor.
- Scheduling for the 60 person department according to the budget.
- Lead and motivate the team and report directly to the Performance Supervisor. You actively enhance the unique "guest experience", including assisting with new and seasonal show creating and implementation.
- You assist in maintaining the continuity of the Dungeons brand, the juxtaposition of genuine horror and irreverent humour.
- Network and communicate clearly with members of the Management Team and ensure appropriate information is fed back to the members of the Performance Department.
- Coordination of daily duty operations, including writing the daily plan and performing as an actor in the attraction when necessary.
- This exciting and extremely versatile job requires not only economical responsibility, but also an interest in outstanding customer service, an eye for detail, creativity, and the ability to lead and motivate a team.

These goals help us create an unforgettable experience for our guests.

YOUR QUALIFICATIONS:

- You must have professional training as an actor.
- Experience in the world of themed entertainment is a plus.
- Leadership experience is a plus.
- Experience in communication and organization of Marketing and PR is a plus.
- You can create and analyze performance reports and stay organized while working on multiple projects.
- You can maintain the highest level of service in high-pressure situations.
- You have experience in a creative field.
- You are fluent in written and spoken German and English.

CLEAR PERSPECTIVE:

If you interested in a unique job opportunity, training and workshops, as well as free entrance to all Merlin Attractions worldwide, Click on the link below:

<http://lei.sr?a=d2T6t>



**BIST DU UNHEIMLICH
GUT GENUG FÜR UNS?**

**Hamburg
Dungeon**

Performance Assistant Team Leader

Hamburg, Germany, Competitive Salary & Benefits

Das Hamburg Dungeon gehört zur englischen Merlin-Gruppe, dem zweitgrößten Betreiber von Freizeitattraktionen weltweit. Jährlich begeistern wir circa 40 Mio. Besucher. Hast Du Lust, in diese spannende Welt einzutreten? In der Hamburger Speicherstadt liegt das Hamburg Dungeon. In seinem 18-jährigen Bestehen hat sich das Hamburg Dungeon zu einer der toptouristischen Attraktionen Hamburgs entwickelt. Hinter seinen Mauern verbergen sich die dunklen Seiten der Hamburger Geschichte, die allesamt von professionellen Schauspielern mit einem Augenzwinkern zum Leben erweckt werden.

DEINE HERAUSFORDERUNG:

- Du stellst die Qualität der künstlerischen Komponenten unseres Tagesgeschäftes am Standort durch Deine operative sowie kreative Erfahrung sicher und zeichnest Dich mit verantwortlich für die Abteilung Schauspiel.
- Dazu gehört die Führung des kompletten Teams, die Durchführung von Castings, Einarbeitung und Einführung neuer Mitarbeiter, deren Trainings, Weiterbildungen und regelmäßige Qualitätskontrollen in Abstimmung und zusammen Arbeit mit dem Performance Supervisor.
- Du erstellst den Dienstplan für das bis zu 60 Köpfige Team unter Einhaltung des vorgegebenen Budgets. Du führst Deine Abteilung motiviert zum Erfolg und berichtest direkt an den Performance Supervisor. Du nimmst aktiv am Prozess der Showentwicklung teil.
- Du trägst Sorge dafür, dass die Marken Richtlinien durchgesetzt und eingehalten werden. Durch regelmäßige Qualitätskontrolle bist Du stets auf dem Laufenden und kannst proaktiv den hohen schauspielerischen Standard gewährleisten
- Darüber hinaus arbeitest Du aktiv mit dem Marketingteam zusammen und sorgst für Auswahl und Briefing von Schauspielern für Marketing/Presse Aktionen.
- Du übernimmst Dutydienste in Deinem Bereich und arbeitest aktiv in den Shows mit.
- Diese aufregende und extrem vielseitige Aufgabe zeichnet sich nicht nur durch wirtschaftliches Denken und Handeln, sondern auch durch Kundenservice, ausgeprägtes Qualitätsbewusstsein, Kreativität sowie Mitarbeiterführung und – motivation aus. Du förderst Talente Deines Teams und schaffst außergewöhnliche Erlebnisse für unsere Besucher.

UNSER WUNSCHKANDIDAT:

- Für diese anspruchsvolle Position ist eine Schauspielausbildung zwingend erforderlich.
- Erfahrung in dem Bereich Freizeitattraktionen oder ähnlichem sind von Vorteil
- Erste Führungserfahrung eines großen Teams ist wünschenswert
- Erfahrung im Umgang mit Marketing/Presse und Kundenkontakt ist Dir nicht fremd.
- Du erstellst Reporting zur Showperformance, analysierst diese und behältst auch bei großen Projekten den Überblick.
- Du behältst auch in Stresssituationen den Überblick
- Du bist kreative und hast dramaturgische Erfahrung
- Fließende Englischkenntnisse in Wort und Schrift

KLARE PERSPEKTIVEN:

Du hast Lust auf einen ungewöhnlichen Arbeitsplatz, Fortbildungen und Trainings sowie freien Eintritt in alle Merlin-Attraktionen weltweit. Senden Sie uns Ihren Lebenslauf und das Anschreiben.

<http://lei.sr?a=H5R5r>



Unique adventure land attraction

*including
an american
style diner*

GENERAL MANAGER

Salary: Competitive Salary & Benefits
Job location: Spalding, UK

We are seeking to recruit a dynamic General Manager to manage this new unique leisure attraction and lead our team in this exciting venture in Spalding, Lincolnshire.

Set in the heart of a busy shopping centre, this is a new exciting leisure experience and American style diner and party rooms.

Previous experience of working in a family friendly leisure environment would be an advantage.

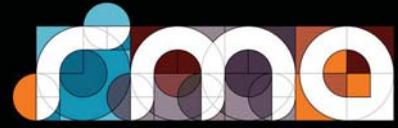
If you are a motivated individual and can drive the commercial success of the attraction and exceed customer service expectations and have an eye for detail, this may just be the opportunity you are looking for.

The attraction is set to open in early summer and we are looking to have the General Manager in place to play a key role in the recruitment selection and business start up.

**For a full job description
and to apply:
<http://lei.sr?a=C9o4l>**



Planning Solutions



Senior Creative Designer

Bramley, Guildford
Competitive Salary and Benefits

RMA Ltd, an established company specialising in themed attraction and theme park design and build are looking to expand their design facility and are looking to employ a senior creative designer/project manager.

Over the years we have worked with a number of leading attractions operators including Peppa Pig World, Cadburys World, Thomas Land and Jorvik Viking Centre (above).

The successful candidate will be self-motivated and able to work closely with the rest of our design and build teams to develop concepts and master plans and onward to produce detailed

build drawings and specifications whilst overseeing the construction phase on site.

Our ideal candidate will need to be conversant with AutoCAD 3D, Photoshop and Illustrator and have a good understanding of project costing and budgeting.

Salary will be commensurate with experience and talent, so this opportunity is open to both the experienced and newly qualified.

The position will be predominately based at our office in Bramley, Guildford.

To apply for this position, please send your CV and covering letter by clicking <http://lei.sr?a=q5z6k>



COME ON BOARD!

TBL International is an umbrella organisation that operates attractions and venues across the tourism, business and leisure sectors.

Its flagship venue **Titanic Belfast**, located on the exact spot where the RMS Titanic was built and launched in Belfast, Northern Ireland, has welcomed approx. 4.5 million visitors since opening in 2012 and was crowned the *World's Leading Tourist Attraction* in 2016. Encompassing a nine gallery interpretative visitor experience, dedicated conference and banqueting facilities, an exhibition gallery, education facilities, retail outlets and three dedicated themed eateries, Titanic Belfast has transformed the tourism landscape in Northern Ireland.

TBL International's portfolio of venues also includes **SS Nomadic**, the last remaining White Star Line vessel in the world which operates as a unique heritage event space and visitor attraction, as well as the **Titanic Exhibition Centre**, a 6,000 square metre space for exhibitions, sporting events and large scale banquets. All three venues are located in Belfast's Titanic Quarter, a thriving part of the city full of industrial and maritime heritage.

TBL International is seeking to recruit a **DIRECTOR OF OPERATIONS** to join its Directorate Team.

This role will have responsibility for the smooth and profitable operations of all existing venues, as well as the development and mobilisation of any future ventures. As part of the senior leadership team, you will have direct responsibility for the Visitor Attraction, Hospitality and Venue Management Departments, including Facilities and IT, driving standards whilst ensuring costs efficiencies in all areas.

Competitive salary and benefits package. For more information and details on how to make an application please contact careers@tblinternational.com.

Closing date 9.00am Monday 14th May 2018.



Titanic Belfast is an equal opportunities employer



Anglian Water is more than just pipes and pumping stations. Did you know we are also responsible for some of the area's most popular recreational sites in England? Our Recreation Team manages over 4,000 hectares of parkland, woodland and reservoirs including Rutland Water. These areas provide valuable open space offering high-quality leisure opportunities ranging from international triathlons, sailing regattas to fishing competitions. We want our visitors to experience and enjoy our great leisure facilities and to be as passionate and proud of our environment as we are.



Set in 4200 acres of open countryside, Rutland Water Park is the central rural attraction in England's smallest county of Rutland and offers activities for all the family.

LIFEGUARD/SENIOR LIFEGUARD

- OAKHAM, RUTLAND, UK
- COMPETITIVE SALARY

We are looking for Lifeguards to make sure our visitors are safe when on our inland beach at Sykes Lane.

Hundreds of people visit Rutland Water Park every year and we need dedicated lifeguards and senior lifeguards who take a vigilant approach and respond with urgency and efficiency to any swimmers and visitors in distress. You'll be the first point of contact for our visitors so you'll need strong communication and social skills.

It's an advantage if you hold the National Pool Lifeguard Qualification (NPLQ) and have previous experience in a similar outdoor environment.

Training may be provided to exceptional candidates who can commit to working for at least 30 hours a week over the peak season in July and August.

If you thrive with extra responsibility and feel that you have the skills to lead and supervise a team of lifeguards, you could be our next senior lifeguard.

This is a seasonal opportunity (June – October), and you will be employed on a flexible, 0 hours contract.

Spend your summer, helping the public, in a beautiful lake setting.

WATERSPORTS INSTRUCTOR

- OAKHAM, RUTLAND, UK
- COMPETITIVE HOURLY RATE

We are looking for Watersports Instructors to work at Rutland Water and provide tuition and general assistance to our visitors.

Our visitors can hire rowing boats, canoes and kayaks and take part in raft building and power boating. As a Watersports Instructor, your key responsibility is to ensure all visitors are enjoying their time at the Park whilst remaining safe.

Working on a casual basis during busy periods, mainly at the weekends and during school holiday periods, you will be paid a competitive hourly salary and become part of the great Rutland Water Team.

You will receive in-house training, an annual car parking pass to use at our Water Parks and discounted rates on many of the activities at the Park.

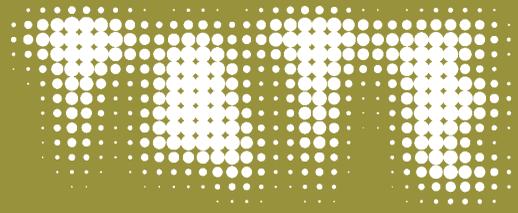
Requirements:

- You'll have a keen interest in watersports and have experience in a similar role and want to share your enthusiasm with our visitors.
- It's advantageous if you have a First Aid qualification and/or watersports qualifications.

If successful you would be issued with a flexible zero hour contract, therefore shift patterns and rotas vary, dependent on the need of the Water Park and your availability.

Closing date for both positions: 8th May 2018

Apply now: <http://lei.sr?a=g9J5g>



Visitor Experience Manager

Salary: £22,269 per annum

Contract: Permanent

Location: Albert Dock, Liverpool

Tate Liverpool is one of the largest galleries of modern and contemporary art outside London, showing the Tate Collection in new and engaging ways alongside special exhibitions of international art. As part of our ongoing commitment to the visitor experience, our aim is to enable all our visitors to explore, experience and enjoy every moment of their visit to Tate Liverpool.

Put simply, as an ambassador for Tate, you'll make sure we do just that. With your impressive front-of-house experience, you'll be a champion for the visitor. Seeing Tate through our visitors' eyes, you'll take ownership of audiences' diverse needs, making sure that the visitor experience is at the heart of everything we do.

Alongside two other Visitor Experience Managers, you'll lead and motivate our team of dedicated Visitor Assistants.

You'll be required to work five days per week, Monday to Sunday on a roster basis. There will also be regular out of hours working on gallery events and activities.

Apply now: <http://lei.sr?a=J2W0e>